

# "Audience Perception of the YouTube Podcast Content in 'Login' Program Episode 12"

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# introduction



Podcasts have increasingly gained popularity as a form of digital content, with YouTube becoming a major platform for various podcast programs. One notable Indonesian podcast is "Login," known for its engaging and in-depth discussions.

Episode 12 of "Login," titled "ISLAM TAPI KAFIR!! HABIB: MBAH TEJO LAGI COSPLAY JADI SETAN!?", features a conversation between Sujiwo Tejo, Habib Jafar, and Onad, exploring issues related to the concept of adab (ethics) in life and contrasting communication styles across different eras. This episode sparked diverse audience perceptions.

This study aims to explore audience perceptions of this particular episode, analyzing their responses and comments to gain insight into how they interpret and react to the topics discussed, especially regarding religious values and communication ethics.

# Theory

## Stimulus

- "Stimulus is a stimulus that contains ideas or messages. The stimulus or stimuli received by the audience through the YouTube program 'Login'."

## Organism

- An organism is an individual as an object in communication methods. In this study, the audience becomes the object during the communication process. The three elements used to provide stimulus to the organism are knowledge, attention, and interpretation

S – O – R

## Response

- "Response is the effect that occurs from the provision of stimulus by the communicator. This effect is used to understand how the audience responds when receiving stimuli from various directions. This response is also reinforced by three components of effects in mass communication."

# Problem Statement, Objectives, and Benefits

## Problem Statement

1. How do audiences perceive the content of Deddy Corbuzier's YouTube program 'Login' in episode 12?
2. Can the messages about manners be accepted and interpreted by the audience?
3. How do audiences respond to the topics discussed?

## Objectives

1. Analyzing audience perceptions of Deddy Corbuzier's YouTube content in the 'Login' program, episode 12.
2. Identifying the extent to which messages about adab conveyed in the episode are accepted and interpreted by the audience.
3. Evaluating audience responses to the topics discussed in the episode, specifically in the context of dakwah and the discussion between Sujiwo Tejo, Habib Jafar, and Onad.

## Benefit

1. Enhancing understanding of the importance of communication etiquette.
2. Maintaining the quality of communication in the digital era.

# Metode Penelitian

## Research type

- The study employs a descriptive qualitative approach to gain a deep understanding of audience perceptions regarding the YouTube content "Login" as a medium for dakwah.

## Data collection techniques.

- The data collection technique used is interviews. This research identifies the dakwah messages in the "Login" episode 12 content, particularly those related to audience perceptions.

## Research informants.

- The selected informants are audiences aged between 21-24 years who have watched the "Login" content at least three times.

## Data sources.

- Primary data is obtained directly from the interviews with respondents.

# DISCUSSION

## Stimulus

The "Login" show successfully influences audience perceptions by enriching their understanding of the topics discussed. The research indicates that this program is effective not only in capturing attention but also in providing tangible value, allowing the audience to gain benefits from watching it. The audience perceives the use of mobile phones during face-to-face communication as diminishing the quality of interaction and being considered impolite, as it distracts attention and shows a lack of respect for the conversation partner.

## Organism

The audience's need for modern, relevant, and easily accessible religious content is one of the main reasons they follow the 'Login' program. The program meets this need by presenting spiritual and religious messages in an engaging and easily understandable format. The audience feels that their need for credible religious information delivered in an appealing manner is fulfilled through this program.

## Response

The audience's emotional response to the 'Login' program is very positive. Many feel that the program is not only entertaining but also provides spiritual enlightenment. This emotional reaction is important as it can influence how the audience receives and processes the messages conveyed. Positive emotions such as feeling inspired, calm, and motivated indicate that the program has successfully touched the emotional aspects of the audience and made them more receptive to the religious messages.



# CONCLUSION

This study demonstrates that the "Login" show on Deddy Corbuzier's YouTube channel effectively builds strong perceptions among its audience through the process of sensation, attention, and response. In the sensation stage, the stimulus generated by the show successfully captures the audience's attention, as evidenced by high viewing frequency and duration. The audience responded positively to the visual and narrative content, indicating strong appeal. During the attention stage, viewers paid more attention when the content aligned with their mood or met their informational or entertainment needs, showing that "Login" effectively resonates with what the audience desires, crucial for shaping perceptions. In the response stage, findings reveal that the show not only entertains but also shapes and modifies audience perceptions on discussed topics. Many reported changes in their views on specific issues after watching, indicating the show's effectiveness in influencing attitudes and beliefs. Overall, through the S-O-R (Stimulus-Organism-Response) process, "Login" demonstrates its ability not only to capture attention but also to build strong perceptions and influence audience views on various issues discussed, serving as an effective tool for both preaching and education.

